

– CAFETERIA PROGRAM FY16 –

WHAT IS THE UOT CAFETERIA PROGRAM?

The Cafeteria Program was developed in FY15 to provide our Utah partners with strategic marketing tactics. These tactics are designed to leverage UOT's brand awareness campaign to drive consideration and activation for our partners. \$600,000 has been set aside to match towards our partners' cafeteria plan-specific marketing efforts. These funds are in addition to the traditional grant co-op program.

WHAT IS THE CAFETERIA PROGRAM OPPORTUNITY?

Each eligible partner can spend up to \$60,000 with a 1:1 match by the UOT. If maxed out, your \$60,000 will turn into a minimum \$120,000 of media value.

WHAT TYPES OF OPPORTUNITIES ARE AVAILABLE THROUGH THE CAFETERIA PROGRAM?

We are providing opportunities internationally in Canada, UK, Germany, China and Australia. Domestically, we are focused on key feeder markets for our year-round visitors. Programs that are available are a mix of content creation, digital display, digital pre-roll, print, digital OOH, email, printed map, and content amplification.

WHAT IF I DO NOT HAVE THE \$60,000 IN MY BUDGET?

If you do not have \$60,000 in your budget, you may consider developing a co-op allowing for other non-profits in your county to participate. This means you would purchase umbrella programs and allow for your partners to buy in. We are happy to guide you through this process.

WHAT IS THE PROCESS FOR ONCE I REVIEW THE OPPORTUNITIES AVAILABLE?

Once you review the opportunities, you will be meeting with our media planner, Tania Lechlitter from Ad+genuity. Tania will work as your personal media planner once your markets, goals and budgets have been set. Tania will work with you to finalize your plan, which will require a signature by someone in your organization. All billing will come from Ad+genuity Marketing Solutions, Inc. and payment will be required within 30 days of invoice receipt.

WHAT SHOULD BE MY EXPECTATION OF DELIVERABLES FOR EXECUTION OF THE PROGRAMS I PURCHASE?

Depending on which program you have purchased, you will receive a discovery document along with a list of assets required and submission deadlines. It is imperative that you make this a priority and submit on time. All of our programs have long production times and we need to abide by our production schedules.

**FOR MORE INFORMATION OR TO OPT-IN,
PLEASE CONTACT:**

Tania Lechlitter | tania@adgenuity.com

– IN-STATE –

Note: Only counties of the 4th, 5th and 6th class are eligible for participation in this program. This includes the following counties: Beaver, Carbon, Daggett, Duchesne, Emery, Garfield, Grand, Juab, Kane, Millard, Morgan, Piute, Rich, San Juan, Sanpete, Sevier, Wasatch, Wayne, Wasatch.

All packages include the co-creation of a responsive landing page on visitutah.com with county-specific information for travel attractions and experiences featured in the campaign with additional links off to partner site for additional information. Reporting will include impressions and click-through-rates (supplied by ad vendors) along with time on site information on visitutah.com

PACKAGE 1

- \$5,000 total value
- Two months digital banner ads targeted to TripAdvisor.com visitors located in Utah's metropolitan areas including:
 - 100,000 impressions on Utah content pages
 - 100,000 retargeting impressions on the TripAdvisor Media Network (individual has previously visited a TripAdvisor Media Network site)
 - 250,000 Run of Site impressions on TripAdvisor Media Network sites
 - 22,500 Run of Site bonus impressions on TripAdvisor Media Network sites

\$2,500

FOR MORE INFORMATION OR TO OPT-IN,
PLEASE CONTACT:

Jay Kinghorn | jkinghorn@utah.gov

PACKAGE 2

- \$10,000 total value
- Two months digital banner ads targeted to TripAdvisor.com visitors located in Utah's metropolitan areas including plus one month of programmatic digital advertising on the Sojern network targeted to Utahns beginning their travel planning process. Package includes:
 - 100,000 impressions on Utah content pages on Trip Advisor
 - 100,000 retargeting impressions on the TripAdvisor Media Network (individual has previously visited a TripAdvisor Media Network site)
 - 250,000 run of site impressions on TripAdvisor Media Network sites
 - 22,500 run of site bonus impression on TripAdvisor Media Network sites

One-month of programmatic digital advertising on the Sojern Traveler Platform. Sojern's platform detects when Utahns begin searching for travel in Utah or surrounding drive markets and shows your ad to those individuals. This ensures your ads are displayed to prospective travelers while they are currently selecting a vacation destination. This package includes 909,090 ad impressions of behaviorally targeted ads served to in-market Utah travelers.

\$5,000

PACKAGE 3

- \$20,000 total value
- Two months digital banner ads targeted to TripAdvisor.com visitors located in Utah's metropolitan areas including: plus two months of programmatic digital advertising on the Sojern network targeted to Utahns beginning their travel planning process. Package includes:
 - 200,000 impressions on Utah content pages on Trip Advisor
 - 200,000 retargeting impressions on the TripAdvisor Media Network (individual has previously visited a TripAdvisor Media Network site)
 - 500,000 run of site impressions on TripAdvisor Media Network sites
 - 45,000 run of site bonus impression on TripAdvisor Media Network sites

Two-months of programmatic digital advertising on the Sojern Traveler Platform. Sojern's platform detects when Utahns begin searching for travel in Utah or surrounding drive markets and shows your ad to those individuals. This ensures your ads are displayed to prospective travelers while they are currently selecting a vacation destination. This package includes 1,818,182 ad impressions of behaviorally targeted ads served to in-market Utah travelers.

\$10,000

– MULTI-CHANNEL PROGRAM –

PACKAGE 1

RUN DATES: **May 2016 - June 2016**
OPPORTUNITY CLOSE DATE: **January 2016**
MATERIAL CLOSE DATE: **January 2016**

PRINT ADS

- Sunday Telegraph, Sunday Herald, Sunday Mail = 850,000 circulation
- 1/4 page advertorial in Discover America print insert, Utah section
- BONUS advertorial: 1/4 page Sunday mail = 394,000 circulation

DIGITAL DISPLAY

- 250,000 Impressions
- Link to VisitUtah or own website

EMAILS (2)

- 150,000 impressions each
- Drive traffic to your website or VisitUtah

\$2,502.50

PACKAGE 2

RUN DATES: **May 2016 - June 2016**
OPPORTUNITY CLOSE DATE: **January 2016**
MATERIAL CLOSE DATE: **January 2016**

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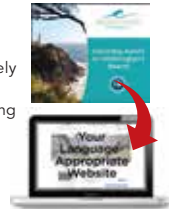
- 150,000 impressions each
- Drive traffic to your website or VisitUtah

\$5,005

6-WEEK DIGITAL CAMPAIGN

Co-branded banner ads drive traffic directly to your owned or sponsored content

- Banner ads are co-branded for Brand USA and your destination
- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Ad campaign targets consumers actively researching travel
- Ad campaign shared among participating partners so messaging is targeted for your destination



12 MILLION COMBINED IMPRESSIONS

DISCOVER AMERICA PRINT INSERT

This glossy four-color travel magazine is rich in editorial content and positions your message in a relevant environment.

- Digital version available on au.DiscoverAmerica.com and Facebook.com
- Distribution is geo-targeted to East Coast Australia
- Insert distributed in Escape, travel section, with relevant and up-to-date travel information

Sunday Telegraph
311,000 Circ.
Insertion: Sun May 17, 2015

Sunday Mail
195,000 Circ.
Insertion: Sun May 17, 2015



850,000 PRINT DIST. PLUS DIGITAL VIEWS

EMAIL CAMPAIGN

- Tap into engaged consumers via News Corp subscriber email database via a custom e-newsletter
- Drive traffic directly to your website
- Opt-in consumers – interested in special offers and content
- Two email deployments (150,000 each)
- E-newsletter co-branded with activation partner



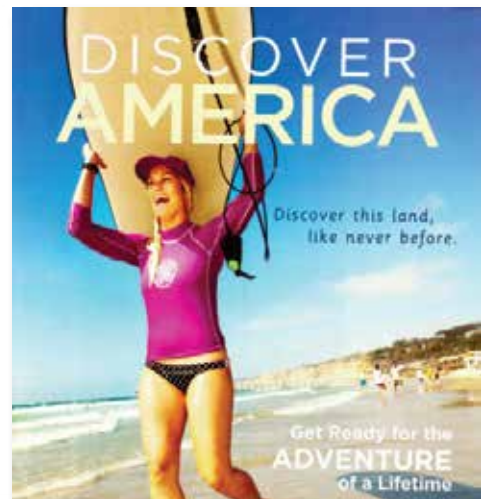
300,000 EMAIL IMPRESSIONS



DIGITAL DISPLAY



DiscoverAmerica.com



PRINT INSERT

– MULTI-CHANNEL PROGRAM –

PACKAGE 1

RUN DATES: **December 2016 - January 2016**
OPPORTUNITY CLOSE DATE: **August 15, 2015**
MATERIAL CLOSE DATE: **August 28, 2015**

PRINT

- 1/4 page advertorial Discover America print insert (Utah section)
- Canadian Living, Enroute Inflight, Toronto Star, The Globe & Mail
 - 460,000 circulation

DIGITAL

- 125,000 digital media impressions
- 250 Outbrain clicks

\$1,891

PACKAGE 2

RUN DATES: **December 2016 - January 2016**
OPPORTUNITY CLOSE DATE: **August 15, 2015**
MATERIAL CLOSE DATE: **August 28, 2015**

PRINT

- 1/2 page advertorial Discover America print insert (Utah section)
- Canadian Living, Enroute Inflight, Toronto Star, The Globe & Mail
 - 460,000 circulation

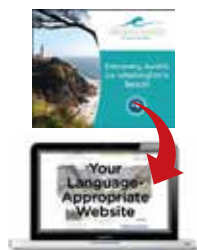
DIGITAL

- 250,000 digital media impressions
- 500 Outbrain clicks

\$3,781

6-WEEK DIGITAL CAMPAIGN

- Total digital campaign impressions are shared between partners with each receiving impressions per Tier buy-in level
- Ad campaign targets consumers actively researching travel through in-country campaign partner travel sites
- Traffic is driven directly through one of the following options:
 - Destination owned language-specific website
 - Destination content on the language-appropriate Discover America site
 - Destination website

**12 MILLION IMPRESSIONS**

DISCOVER AMERICA PRINT INSERT

- Digital version available on DiscoverAmerica.ca
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call to action included
- Publications employed for targeted distribution:

THE VANCOUVER SUN
westernliving
CALGARY HERALD
AIR CANADA
enRoute

**450,000+ PRINT IMPRESSIONS**

OUTBRAIN TRAFFIC GENERATION

Drive more users to your content – guaranteed! Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

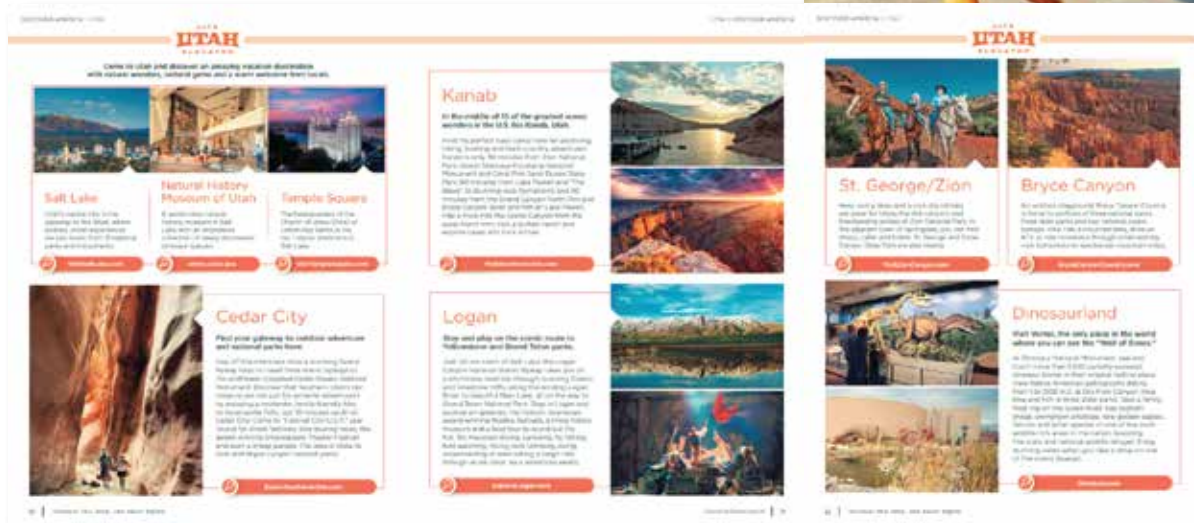
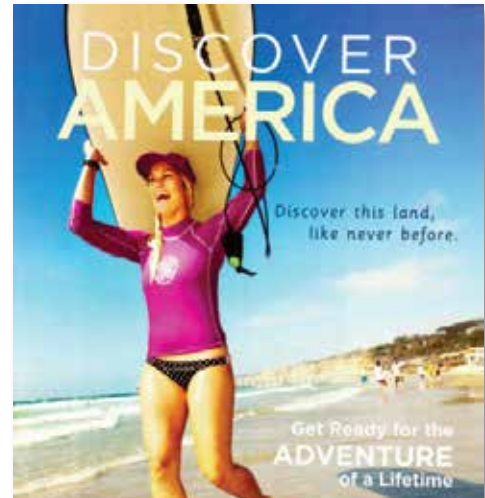
- At least 500 clicks to your content – depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500–2,000 TOTAL ENGAGEMENTS PER PARTNER BUY-IN LEVEL



DIGITAL DISPLAY



PRINT INSERT



DiscoverAmerica.com

– MULTI-CHANNEL PROGRAM –

PACKAGE 1

RUN DATES: **December 2016 - January 2016**
OPPORTUNITY CLOSE DATE: **August 15, 2015**
MATERIAL CLOSE DATE: **August 28, 2015**

PRINT

- 1/4 page advertorial Discover America print insert (Utah section)
- Vancouver Sun, Calgary Herald, westernliving, AirCanada Enroute
 - 425,000 circulation

DIGITAL

- 125,000 digital media impressions
- 250 Outbrain clicks

\$1,777

PACKAGE 2

RUN DATES: **December 2016 - January 2016**
OPPORTUNITY CLOSE DATE: **August 15, 2015**
MATERIAL CLOSE DATE: **August 28, 2015**

PRINT

- 1/2 page advertorial Discover America print insert (Utah section)
- Vancouver Sun, Calgary Herald, westernliving, AirCanada Enroute
 - 425,000 circulation

DIGITAL

- 250,000 digital media impressions
- 500 Outbrain clicks

\$3,553

6-WEEK DIGITAL CAMPAIGN

- Total digital campaign impressions are shared between partners with each receiving impressions per Tier buy-in level
- Ad campaign targets consumers actively researching travel through in-country campaign partner travel sites
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 - Destination owned language-specific website
 - Destination content on the language-appropriate Discover America site
 - Destination website



12 MILLION IMPRESSIONS

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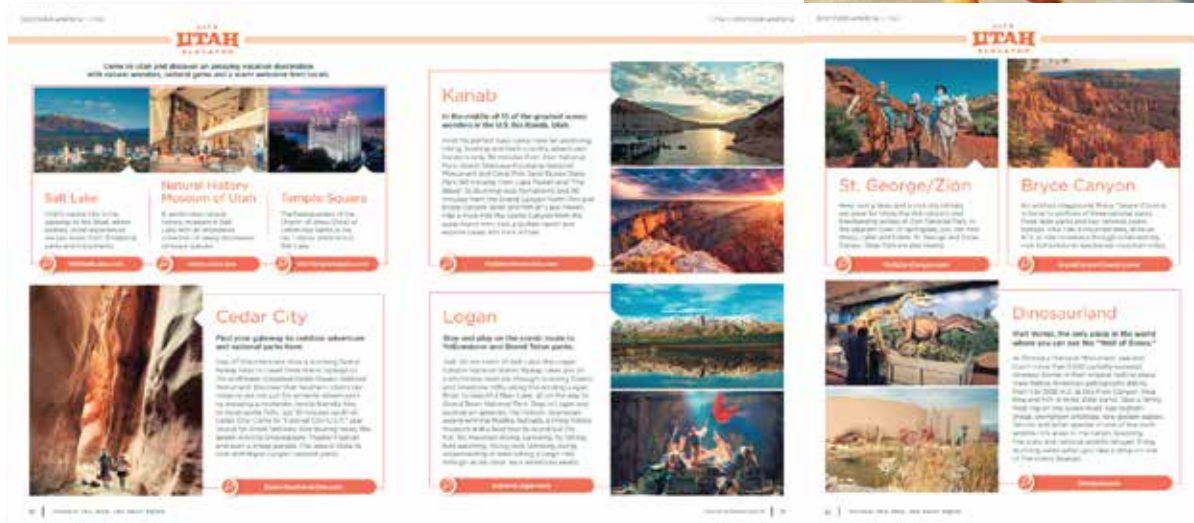
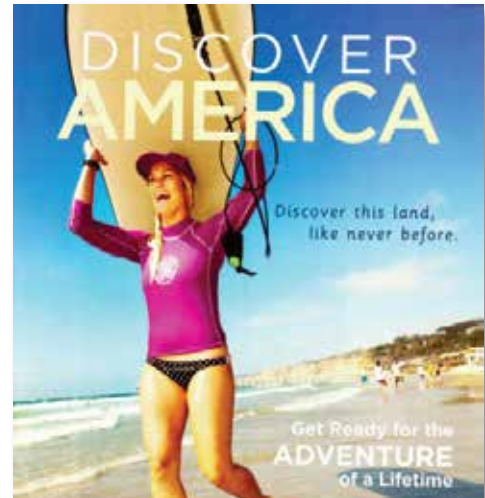
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- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500–2,000 TOTAL ENGAGEMENTS PER PARTNER BUY-IN LEVEL



DIGITAL DISPLAY



PRINT INSERT



DiscoverAmerica.com

– TRAVEL ZOO –

DESTINATION FLASH EMAIL (3 partners participation)

- 1,150,000 email impressions — Brand USA extended

CO-OP PARTNER PAGE

- Custom landing page per partner featuring deals, logo, photo gallery

DIGITAL

- 250,000 digital display impressions
- Option: co-op this program with your local hotel or activity community

\$5,500

TRAVELZOO GETAWAY JULY 16, 2014

\$11 & up -- D.C. Summer Escapes & Activities up to 55% Off

By Antoinette Fadina | Source: Destination DC




It is possible to balance your vacation budget by visiting the nation's capital this summer. With Congress in recess during August, and the city emptying out over weekends, hotels and entertainment companies are offering discounts of up to 55% to new visitors. Plus, fewer crowds mean more face time with monuments.

Top deals include:

- Downtown hotel near the National Mall, 18% off ... \$89
- Boutique hotel near trendy Dupont Circle incl. breakfast, reg. \$229 ... \$129
- Suite in nearby Old Town Alexandria w/breakfast, 30% off ... \$99
- All-suite hotel near the White House & Smithsonian Museums, 40% off ... \$99
- Potomac River kayak rental or guided twilight tour, 45% off ... \$11-\$45
- Neuseum: 2014's "Best Museum off the Mall" reg. \$24 ... \$17

Read More »

\$90 & up -- St. Kitts Island-Wide Hotel Sale w/Free Nights*



Discover paradise on the intimate, south Caribbean island of St. Kitts. Explore the island's lush rain forest, towering volcanoes and secluded bays with an island-wide free-nights promotion for four- and seven-night stays. Several hotels are on sale for travel May 1 - Dec. 22.

By Bianca Constantinou

Super Bay Club: This Private Bay hotel overlooks the ocean from five acres of landscaped gardens.

- Travel May-August ... \$100 per night in a garden room; \$140 per night in an oceanfront room
- Stay four nights, pay for three (effective nightly rate: \$68 garden, \$100 oceanfront)
- Stay seven nights, pay for five (effective nightly rate: \$64 garden, \$100 oceanfront)
- To book: Click here to book a four-night stay and click here to book a seven-night stay

Treasure Beach Resort: The resort is on a narrow peninsula jutting the Caribbean Sea and Atlantic Ocean.

- Travel May-September with a four-night minimum
- \$97 per night for a mountain-view room; \$140 per night for a one-bedroom suite
- Includes breakfast and children stay free
- To book: Click here and promo code is automatically applied

Royal St. Kitts Hotel: A 4-star condo hotel in Private Bay where each room has a kitchenette.

- Travel May-August ... \$149 per night in a studio room
- Stay four nights, pay for three (effective nightly rate: \$112)
- Stay seven nights, pay for five (effective nightly rate: \$107)
- To book: Call 866-465-6667 and mention promo code \$918

– ATTRACT CHINA // PRINTED MAPS –

- 60,000 circulation
 - 30k China
 - 30k Utah visitors centers, hotels, attractions, etc.

LAUNCH:
March 2015

(6) DESTINATION MAP FEATURE + LARGE AD

\$3,960

(25) MEDIUM AD HOTEL, RETAIL, ATTRACTIONS, ACTIVITY

\$1,100



– MULTI-CHANNEL PROGRAM –

FEATURED ACTIVITY LISTING

- GoUSA.cn custom multi-channel landing page

PRINT AD

- Equivalent print space of sponsored content in World Traveller Magazine insert

TELEVISION EPISODE

- 5 minute segment

SOCIAL MEDIA POSTING

- General Utah social media posts and banners linking to Utah subsite on GoUSA.cn/utah.

TIMING: May – June 2016
PARTICIPATION DEADLINE: August 20, 2015
MATERIALS DUE DATE: January 2016

(6 partners needed)

\$3,474 each

3-MONTH DIGITAL & SOCIAL MEDIA CAMPAIGN

Leverage Brand USA's robust and powerful China sites - GoUSA.cn and GoUSA.tn — through a dedicated subsite and social campaign with content focused on your destination or brand.

- Digital campaign distribution through World Traveller's official social channels of Weibo & Weixin
- Each partner will receive activity listings to designate specific features, attractions, activities, etc unique to your destination or brand
- Partner content on the campaign subsite will be sorted based on pillar/experience
- Social campaign includes posts and blogs (driving consumers to the campaign subsite)
- Content will be created in-language by Brand USA's dedicated Chinese agency
- Rotating homepage banner ad and tile promotion for campaign subsite



900,000 MONTHLY IMPRESSIONS

DISCOVER AMERICA PRINT INSERT

This four-color, glossy magazine is rich in editorial content professionally written by the editors of World Traveller Magazine — one of China's leading travel magazines.

- Insert will be polybagged with the World Traveller Magazine to their exclusive "VIP" subscriber list — 28–40 years of age; emerging middle class
- Editorial tie-in and call-to-action included
- Includes expanded content on U.S. shopping
- Digital version available on GoUSA.cn and Brand USA's Chinese social channels



96,800 PRINT IMPRESSIONS

TELEVISION EPISODES

Dedicated-partner content will be produced and broadcasted on over 30 television channels across China.

- 5, 10 and 25-minute segments will be produced and grouped into themed or regional episodes
- Episodes will be shot on-site by a professional video team
- Episodes will be based on your preferred destination-itinerary; supplemental images and B-roll encouraged due to limited filming window
- Partners may approve their dedicated segments in advance; Coverage cannot be viewed as a "commercial" or it will be rejected.

220+ MILLION VIEWERS

ONLINE & METRO STATION VIDEO CONTENT

Your content from the television segments will be repurposed to create a dedicated promotion episode for use in China metro stations on LCD TV screens and in-country online video distribution platforms:

- Exposure in 10 major subway locations during a 2-week period
- Each dedicated episode will be 2 minutes
- Partners will approve their dedicated episodes in advance
- Online video clips will be distributed through Youku and Tudou



124+ MILLION IMPRESSIONS

– ONLINE TRAVEL AGENCIES –

CTRIP

TIMING:

April 2015 – Sept. 15, 2016

- #1 OTA / Travel audience reach
- Leverage over 3,000,000 impressions
- Featured destination on Utah Destination Hub CTrip
- Annual merchandising sale
 - Big Sale Feature
- 1 social media post

\$3,300

CTRIP BIG SALE PRODUCT PROMOTION

Ctrip Big Sale (3/3, 6/6, 9/9, 12/12) is a major product promotion program according to China market products booking characters

- Each Big Sale could last 1 or more months
- Big Sale conducts online & offline, onsite & offsite marketing such as subway/bus/radio/TV/Internet etc.
(Total ads value: 130 million RMB)
- All the marketing traffic will be lead to Big Sale landing page
- By offering Utah products subsidies
 - Direct traffic Big Sale landing page traffic to Utah flagship store
 - Present subsidized Utah products to the Big Sale landing page to increase orders

ELONG

TIMING:
March – September 2016

- Equal rotation of creative
- Dedicated tile on microsite
- Links to product offer or link off
- SOV. 38 days of combined dedicated placements

\$3,300



QUNAR

TIMING:
March – July 2016

- #1 largest meta/travel info
- Leverage Utah Office of Tourism umbrella marketing program = estimated 1.7 million impressions
- Estimated 300,000 PV's display media flight results page top — featuring partner linking to GoUSA.cn/Utah activity page for partner

\$3,300



– GoUSA.cn UTAH ENHANCED SUBSITE –

PACKAGE 1

(9 partners)

TIMING:
FY16

- Leverage Brand USA's total audience reach
 - 600,000 / mos and 770,000 mos PV's

ACTIVITY LISTINGS (2)

MONTHLY SOCIAL MEDIA POSTS (1)

\$330

PACKAGE 2

(6 partners)

TIMING:
FY16

- Leverage Brand USA's total audience reach
 - 600,000 / mos and 770,000 mos PV's

ACTIVITY LISTINGS (2)

MONTHLY SOCIAL MEDIA POSTS (1)

BLOG WEIBO (1)

\$660



– NATIVE CONTENT –

PACKAGE 1

- 15 stories
- 5,000 guaranteed views

\$2,750

PACKAGE 2

- 38 stories
- 13,000 guaranteed views

\$5,500

CONTENT CREATION

- Publishers vetted by Cooperatize & UOT Partner
- Publishers write 500-1,000 word stories

GUARANTEED PAGE VIEWS & DISTRIBUTION

- Stories shared via publishers' e-mail lists and social media
- May utilize Outbrain to distribute further (~5% traffic)

MEASUREMENT & REPORTING

- Metrics provided monthly by story (page views, unique visitors, clicks, time spent on story, scroll time)

SPONSORSHIP DETAILS & DISCLOSURE

- Includes links to "Visit Utah" and/or "Partner X"
- All links tagged as "nofollow" as per FTC regulations
- Clear disclosure at top or bottom of story indicating "Ski Utah" sponsored this story

*Cooperatize*

– ZOOM MEDIA // LIFESTYLE MARKETING –

PLACEMENTS

- Health club digital screens, 42 inch: 15 second non-audio spots
- Venues include:
 - Sports Club
 - 24 Hour Fitness
 - Golds
 - Planet Fitness

MARKET SELECTION

- Atlanta
- Boston
- Denver
- Las Vegas
- Los Angeles
- New York
- Phoenix
- Portland
- Sacramento
- San Diego
- San Francisco
- **Choose your markets**

TIMING:
Ongoing



(minimum investment)

\$5,500

zoom active lifestyle
marketing™

– TRIPADVISOR® –

- TripAdvisor VisitUtah hub
- If international minimums are met, domestic will be scalabel based on participation. No cost for hub. *Maximum impact 10 partners

PACKAGE 1

CO-OP OPPORTUNITY

- Tourism Sponsorship Module
- Featured partner on hub
- 500,000 dedicated impressions

PARTICIPATION DEADLINE: **August 20, 2015**
 PARTICIPATION LAUNCH: **January 2016**
 PARTICIPATION DEADLINE 2: **January 15, 2016**
 PARTICIPATION 2 LAUNCH: **April 2016**

\$5,500

PACKAGE 2

CO-OP OPPORTUNITY

- Tourism Sponsorship Module
- Featured partner on hub
- 800,000 dedicated impressions

PARTICIPATION DEADLINE: **August 20, 2015**
 PARTICIPATION LAUNCH: **January 2016**
 PARTICIPATION DEADLINE 2: **January 15, 2016**
 PARTICIPATION 2 LAUNCH: **April 2016**

\$8,250



– EXPEDIA CREATIVE PARTNERSHIP –

- Leveraging 7.5 million impressions + 4.5 million sponsorship impressions
- 5 partners minimum

PARTICIPATION DUE DATE SKI: **August 20th, 2015**

SKI LAUNCH: **October 2015**

PARTICIPATION DUE DATE 3 SEASON: **January 15, 2016**

3 SEASON LAUNCH: **March 2016**

CO-OP OPPORTUNITY

- 500,000 minimum dedicated impressions
- Equal rotation of creative based on total buy
- Dedicated tile on microsite
- Link on microsite carousel
- Themed blog post
- Link to hot group hotel page
- Pin on Utah map

\$5,500



*image is mock-up, not live example



– TRAVEL ZOO –

DESTINATION FLASH EMAIL (3 partners participation)

- 1,000,000 email impressions — Brand USA extended

CO-OP PARTNER PAGE

- Custom landing page per partner featuring deals, logo, photo gallery

\$5,500

TRAVELZOO® GETAWAY
JULY 16, 2014

\$111 & up -- D.C. Summer Escapes & Activities up to 55% Off

By Annelotta Fadina | Source: Destination DC



It is possible to balance your vacation budget by visiting the nation's capital this summer. With Congress in recess during August, and the city emptying out over weekends, hotels and entertainment companies are offering discounts of up to 55% to new visitors. Plus, fewer crowds mean more face time with monuments.

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- Museum: 2014's "Best Museum off the Mall" reg. \$24 ... \$17

[Read More >](#)

\$90 & up -- St. Kitts Island-Wide Hotel Sale w/Free Nights*



St. Kitts
When: May 1 - Oct. 22
Where: St. Kitts
Savings: Free nights
Why We Like It: Just 23 miles long and 5 miles wide, St. Kitts houses secluded beaches and a lush rain forest.

St. Kitts Peninsula
By Brian Constantineau

Discover paradise on the intimate, exotic Caribbean island of St. Kitts. Explore the island's lush rain forest, towering volcanoes and seaside lagoons with an island-wide free-nights promotion for four- and seven-night stays. Several hotels are on sale for travel May 1 - Oct. 22.

Seagrass Bay Club: This Frigate Bay hotel overlooks the ocean from five acres of landscaped gardens.

- Travel May-August ... \$200 per night in a garden room; \$140 per night in an oceanfront room
- Stay four nights, pay for three (effective nightly rate: \$68 garden, \$100 oceanfront)
- Stay seven nights, pay for five (effective nightly rate: \$64 garden, \$100 oceanfront)
- To book: Click here to book a four-night stay and click here to book a seven-night stay

Timothy Beach Resort: The resort is on a narrow peninsula dividing the Caribbean Sea and Atlantic Ocean.

- Travel May-September with a four-night minimum
- \$97 per night for a mountain view room; \$140 per night for a one-bedroom suite
- Includes breakfast and children stay free
- To book: Click here and promo code is automatically applied

Royal St. Kitts Hotel: A 4-star condo hotel in Frigate Bay where each room has a kitchenette.

- Travel May-August ... \$140 per night in a studio room
- Stay four nights, pay for three (effective nightly rate: \$112)
- Stay seven nights, pay for five (effective nightly rate: \$107)
- To Book: Call 866-405-8567 and mention promo code \$518

– PROGRAMMATIC MEDIA BUYING –

CO-OPERATIVE OPPORTUNITY

- Looking to run a pre-roll or digital display campaign to drive traffic to your own site
- Get a 100% match on your media buy

MINIMUM INVESTMENT: \$10K (2 months)

- Ad creative development and design not included

VENDOR SELECTION

- Rocket Fuel or ADARA
-

– RED BULL® PROGRAM PARTICIPATION –

RUN DATES: October – November 2015
PARTICIPATION DEADLINE: July 15, 2015

AWARENESS

- Magazine
 - 143.735 copy sales, 298.436 distribution
 - Editorial feature for each partner
 - Target audience: male, active, high income, tech savvy, thrill seekers

INSPIRATION

- “WildOnes: Young Heroes” is a real life documentary series about five international Red Bull athletes — Peter Henke, mountain biker featured in Utah — partners destination
 - 10 x 30 minutes (Pay TV version),
 - 1 x 90 minutes (Free TV version)
 - 10 x 5 minutes (Webisodes)
 - 5x 2 minutes Best Move Clip
 - 10 x 2 minutes social media clips
 - 200 HQ action and making of SIs by RB photographers like Garth Millan

ACTIVATION

- Expedia: Leveraging the WildOnes content
 - Promotion on Expedia with discount promo code to travel to and experience Utah like Peter Henke
 - Feature partner on responsive landing page — links to Hotel Hot Group page for each destination partner

(5 partners, total cost)

\$5,350



– MULTI-CHANNEL PROGRAM –

PACKAGE 1

- 1/4 page print advertorial in Brand USA insert (Utah section)
- GEOSaison, Bunte, Frankfurter Allgemeine
 - 560,000 print circulation
- 125,000 dedicated digital display impressions
- 250 clicks Outbrain native content
- Tour Operator Activation: Meier's Weltreisen

FALL RUN DATES: **November - December 2015**
 OPPORTUNITY CLOSE DATE: **August 20, 2015**
 MATERIAL CLOSE DATE: **September 1, 2015**

SPRING RUN DATES: **April - May 2016**
 OPPORTUNITY CLOSE DATE: **January 2016**
 MATERIAL CLOSE DATE: **January 2016**

\$2,124

PACKAGE 2

- 1/2 page print advertorial in Brand USA insert (Utah section)
- GEOSaison, Bunte, Frankfurter Allgemeine
 - 560,000 print circulation
- 250,000 dedicated digital display impressions
- 500 clicks Outbrain native content
- Tour Operator Activation: Meier's Weltreisen

FALL RUN DATES: **November - December 2015**
 OPPORTUNITY CLOSE DATE: **August 20, 2015**
 MATERIAL CLOSE DATE: **September 1, 2015**

SPRING RUN DATES: **April - May 2016**
 OPPORTUNITY CLOSE DATE: **January 2016**
 MATERIAL CLOSE DATE: **January 2016**

\$4,249

6-WEEK DIGITAL CAMPAIGN

- Total digital campaign impressions are shared between partners with each receiving impressions per Tier buy-in level
- Ad campaign targets consumers actively researching travel through in-country campaign partner travel sites
- Traffic is driven directly through one of the following options:
 - Destination owned language-specific website
 - Destination content on the language-appropriate Discover America site
 - Destination website



13 MILLION COMBINED IMPRESSIONS

DISCOVER AMERICA PRINT INSERT

- Digital version available on de.DiscoverAmerica.com and Facebook.com/EntdeckeAmerika
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included
- Publications employed for targeted distribution
- Social promotion of print insert digital versions
 - 91,000 estimated engagements



570,000 PRINT IMPRESSIONS

OUTBRAIN TRAFFIC GENERATION

Drive more users to your content – guaranteed! Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

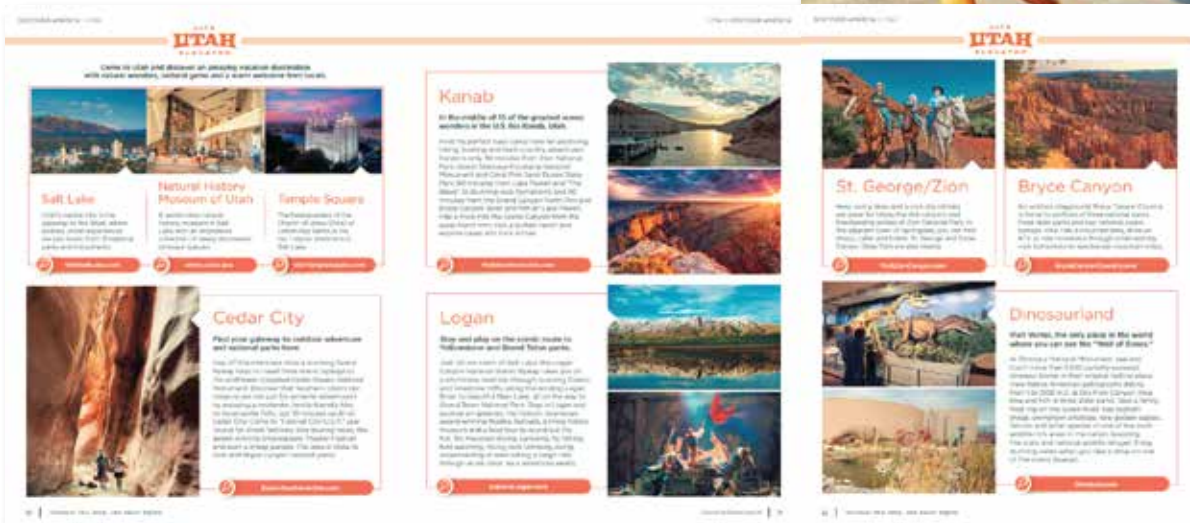
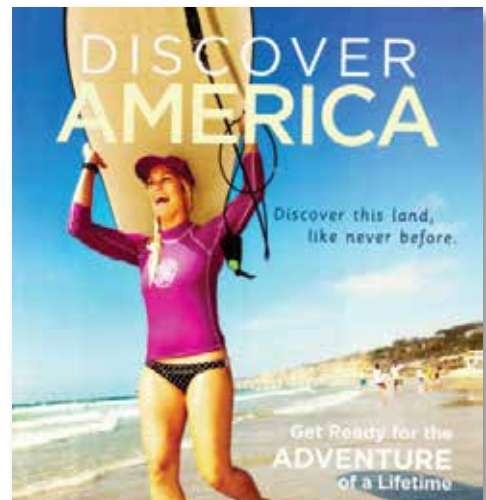
- At least 500 clicks to your content – depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500-2,000 TOTAL ENGAGEMENTS PER PARTNER BUY-IN LEVEL



DIGITAL DISPLAY



PRINT INSERT

– MULTI-CHANNEL PROGRAM –

PACKAGE 1

RUN DATES: January – February 2016
OPPORTUNITY CLOSE DATE: August 8, 2015
MATERIAL CLOSE DATE: September 4, 2015

PRINT ADS

- 1/4 page print advertorial in Brand USA
- Daily Telegraph, Sunday Times, National GEOTraveler, The Guardian
 - 750,000 print circulation

DIGITAL

- 125,000 dedicated impressions
- 250 Outbrain clicks

\$2,283

PACKAGE 2

RUN DATES: January – February 2016
OPPORTUNITY CLOSE DATE: August 8, 2015
MATERIAL CLOSE DATE: September 4, 2015

PRINT ADS

- 1/2 page print advertorial in Brand USA
- Daily Telegraph, Sunday Times, National GEOTraveler, The Guardian
 - 750,000 print circulation

DIGITAL

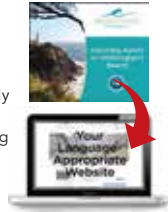
- 250,000 dedicated impressions
- 500 Outbrain clicks

\$4,565

6-WEEK DIGITAL CAMPAIGN

Co-branded banner ads drive traffic directly to your owned or sponsored content

- Campaign dates: May 11 - June 21, 2015
- Banner ads are co-branded for Brand USA and your destination
- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Ad campaign targets consumers actively researching travel
- Ad campaign shared among participating partners so messaging is targeted for your destination



13 MILLION COMBINED IMPRESSIONS

DISCOVER AMERICA PRINT INSERT

This four-color, glossy, travel magazine is rich in editorial content.

- Digital version available on DiscoverAmerica.com and Facebook.com
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included

THE SUNDAY TIMES
the guardian
TRAVELLER
The Daily Telegraph



750,000+ PRINT IMPRESSIONS

OUTBRAIN TRAFFIC GENERATION

Drive more users to your content – guaranteed! Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

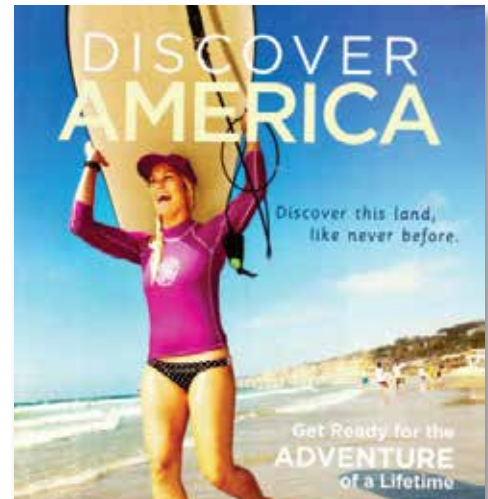
- At least 500 clicks to your content – depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500-2,000 TOTAL ENGAGEMENTS PER PARTNER BUY-IN LEVEL



DIGITAL DISPLAY



PRINT INSERT

– TAXI WRAPS –

- 10 taxis, 12 weeks
- Includes:
 - Superside wrap
 - Receipt
 - Interior ads (2)
- One taxi to/from Central London/Excel
 - Mon, Tues, Wed, Thurs of WTM

RUN DATES: **September 22 – December 7, 2015**
 OPPORTUNITY CLOSE DATE: **August 15, 2015**
 MATERIAL CLOSE DATE: **September 1, 2015**

\$7,893



– EXPEDIA: CREATIVE PARTNERSHIP –

- Leveraging a brand media spend (\$135,000 value, inclusive of BrandUSA extension) in:

- Australia
- Canada
- United Kingdom
- France

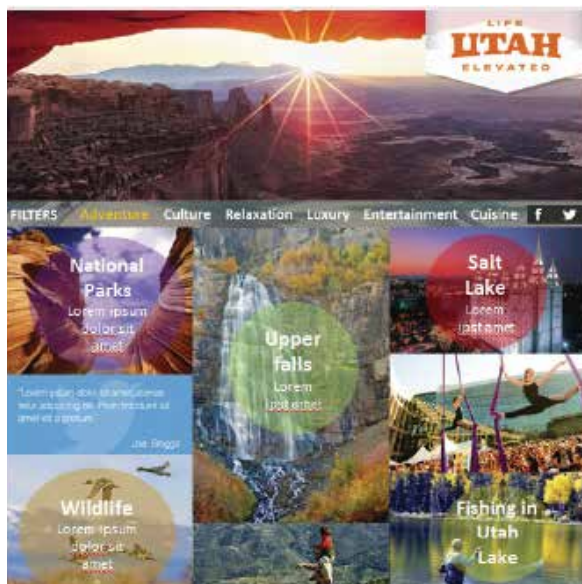
BRAND MEDIA SPEND

- 12.7 million Impressions
- 2.6 million social reach
- 2.2 million sponsorship impressions
- Newsletter hero image on sponsorship email
- Custom hub microsite
- 6 blog posts

CO-OP OPPORTUNITY

- (10 partners)
- Equal Rotation of Creative
- Dedicated Tile
- Link to Hot Group or Link Off
- Link within Microsite Carousel
- TripTuner Integration (*if participating in TripTuner)
- Dedicated 750,000 Impressions

\$5,500



*image is mock-up, not live example

– DELTA SKY MAGAZINE –

- Global
- *Delta Sky* has 5.4 million readers (3:1 domestic to international) each month, the largest of any in-flight per MRI
- Top markets include:
 - Los Angeles
 - Seattle
 - Portland
 - Phoenix
 - Las Vegas
 - All important markets for Utah Office of Tourism's 3 season campaign
- "Rediscover," *Sky's* newest travel print section, showcases your destination for our readers allowing them to discover, explore and plan a visit
 - This high impact 5-page section will showcase Utah and the five national parks to the 5.4 million monthly readers, consisting of 3–4 editorial pages and 1–2 ad pages
 - *Sky's* award-winning writers and art directors will blend editorial and imagery to highlight your area as a leading travel destination

CO-OP OPPORTUNITY

- Maximum 6 available
- 1/3 page display ad (other pages are editorial)

\$4,583



– TRIPADVISOR® –

- Markets:
 - Canada
 - Australia
 - United Kingdom
 - Germany
- Leverage a UOT brand media umbrella program with TripAdvisor. A VisitUtah hub will be developed which will integrate UGC content “things to do” and meta-search hotel results driving customers further down the funnel to book
- Traffic from the Utah Tourism sponsorship and targeted media both on-site and audience extension will provide
- Total impressions with brand + full co-op commitment = 28 million impressions

PACKAGE 1

minimum 4 partners

- Photo & video inclusion in Utah's tourism sponsorship page
- Featured partner on hub
- 500,000 dedicated impressions to link directly to your website

\$5,500

PACKAGE 2

minimum 4 partners

- Premium partner on hub
- Featured video, photo, top placement
- Customized itinerary with enhanced TripAdvisor content
- 800,000 dedicated impressions to link directly to your website

\$8,250

CO-OP DRIVER STRATEGY

- Native Servlet content
 - Host partner content and drive qualified traffic to the Travel Utah Co-Op hub
- TripAdvisor Media Network Banner creative with Outdoor Audience Segment to drive traffic to the Travel Utah Co-Op hub
- Off Site Audience Extension of people interesting in Utah and come set with an adventurer Audience Segment layered in to drive traffic to the Travel Utah Co-Op hub on TripAdvisor
 - Traffic drivers would link to relevant content within the hub that was represented on the creative
 - Example: Moab banner creative to drive to partner info within the hub



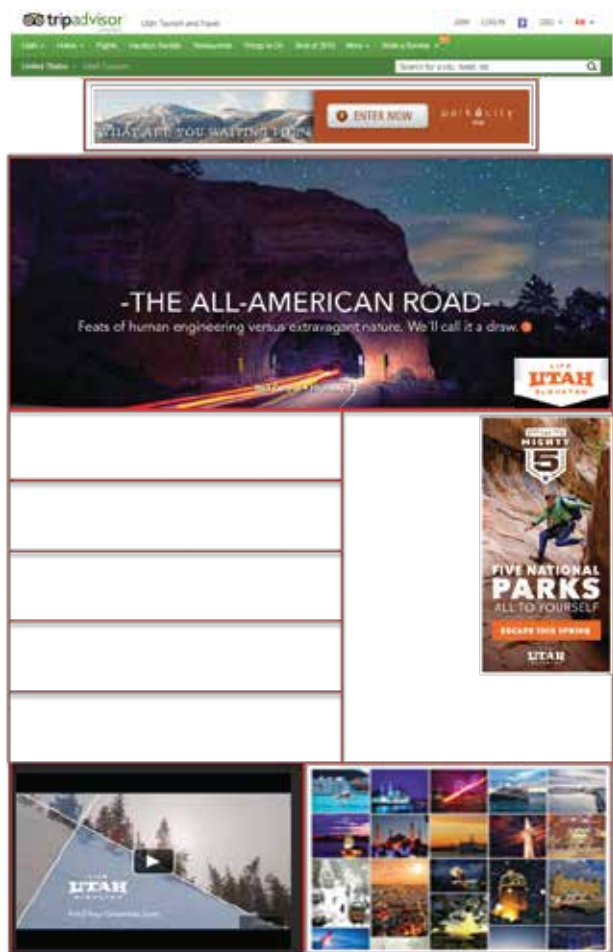
*Utah Tourism Sponsorships — inline traffic driver



*TripAdvisor Media Network — onsite traffic driver



*Off-site retargeting traffic driver

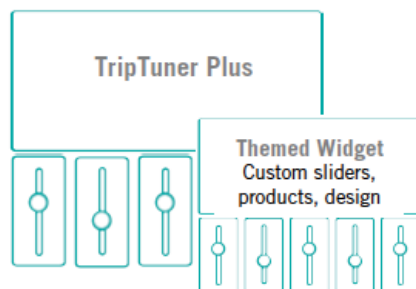


– TRIPTUNER® –

- TripTuner Discovery Engine Pro — new distribution channels
 - VisitUtah.com
 - Expedia Microsite
 - TripAdvisor hub

CO-OP OPPORTUNITY

- 3 additional experiences
- Enhance your content
 - Add video, photos
- Translated into German & Chinese

\$1100

- TripTuner Plus Responsive Platform
- Support for multiple product types, themes, or sub-versions
- Professional Setup & Development for hosted or i-Frame implementation
- Full customization for 2 distinct themes (TripTuner + TT Widget)
- Editorial Services (e.g. descriptions, tagging) for up to 300 products
- Unlimited Products
- Unlimited Landing Pages (per theme)
- Unlimited Features
- Up to 8 slider attribute pairs
- English + 10 additional Platform Languages
- Continuous Platform Updates



– DISCOVER AMERICA INSPIRATION GUIDE –

2015 INSPIRATION GUIDE DISTRIBUTION

- Mainland China: 76,800
- Hong Kong and Taiwan: 30,000
- Korea: 18,100
- Japan: 25,000
- Australia and New Zealand: 30,325
- India: 21,000
- UK/Ireland: 115,000
- Northern Europe/Scandinavia/Eastern Europe: 34,500
- Germany/Austria/Switzerland: 85,500
- France: 15,000
- Brazil: 21,000
- Mexico: 40,000
- Canada: 50,000
- US: 16,950

TOTAL: 579,175

PACKAGE 1

- 1/4 page Ski or Great Outdoors Utah Section

\$3,386

PACKAGE 2

- 1/2 page Ski or Great Outdoors Utah Section

\$6,772



– BRAND USA GREAT OUTDOORS –

discoveramerica.com/outdoors

- Markets:
 - Canada
 - Australia
 - United Kingdom
 - Germany

TIER 1

TIMING:

TBD based on market

- 3 partners, each receives:
 - 2 web pages
 - 1 photo
 - 2 weeks HP tile — secondary
 - 1 video
 - 2 posts
 - Facebook, Rocket Fuel, Outbrain Media
 - 96,666 guaranteed engagements per partner

\$13,750

TIER 3

TIMING:

TBD based on market

- Individual partners
 - 2 web pages
 - 2 weeks HP tile — secondary
 - 2 posts
 - 15,000 total engagements

\$7,700

